

# CONSERVATION

**Our Purpose.  
Our Passion.**



**USDA**  **NRCS**  
United States Department of Agriculture  
Natural Resources Conservation Service

Helping People Help the Land.

# CONSERVATION

**Our Purpose.  
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**Our Campaign...**



***On a daily basis, NRCS employees,  
landowners and partners work together  
in a symbiotic relationship of trust and  
cooperation that engenders success...***



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***That success translates to productive lands and a healthy environment for all Americans. When farmers and ranchers talk about the work they've done on their land, they tell conservation stories-- NRCS' story.***

***The heart of this campaign is telling our story through others.***

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**Our Audiences...**

- **All employees**
- **Landowners**
- **Partners**
- **Stakeholders**



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## Our Campaign Purpose...

*Internal audiences:*

- **Reinforce and reignite** the passion NRCS employees have for their work
- **Internalize** concepts of the Strategic Plan within NRCS



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## Our Campaign Purpose...

*External audiences:*

- **Raise awareness** that we're an agency that helps producers achieve their goals; that we believe in cooperative conservation; and that private lands conservation doesn't happen without landowners and partners.
- **Show how we help people help the land** through service, partnership, and technical excellence.
- **Show how cooperative conservation works** through watershed and market-based approaches.



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## Our Campaign Purpose...

*External audiences: (Continued)*

- **Reassure** partners and landowners that our partnerships have been key to past successes and are essential to future conservation solutions.
- **Strengthen** landowners' conservation ethic and increase landowner participation in NRCS programs and services.



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## Our Messages for Employees...

- You have a critical role in helping people help the land.
- The Strategic Plan is a powerful roadmap for us.
- Become familiar with our agency vision, mission, goals and objectives.



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## Our Messages for Landowners...

- NRCS is an agency that helps producers achieve their goals; that we believe in cooperative conservation; and that private lands conservation doesn't happen without landowners and partners.
- Show how we help people help the land through service, partnership, and technical excellence.
- Show how cooperative conservation works through watershed and market-based approaches.



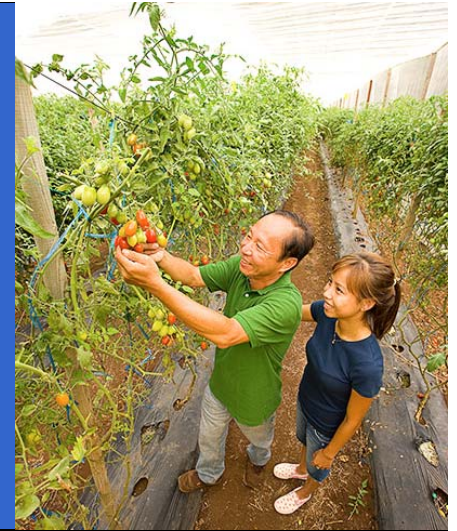
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## Our Message for Landowners...

- Reassure partners and landowners that our partnerships have been key to past successes and are essential to future conservation solutions.
- Strengthen landowners' conservation ethic and increase landowner participation in NRCS programs and services.
- What you do on your land matters to your family, your business, your community.
- We're here to help you help the land.



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## Our Messages for Partners...

- **You play a key role in helping people help the land.**
- **We value our partnerships.**
- **We need you, we build conservation solutions together.**



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## Our Messages for Stakeholders...

- A voluntary, incentive-based approach continues to be the most effective method of achieving sound natural resource management on private lands.
- You play a key role in helping people help the land.



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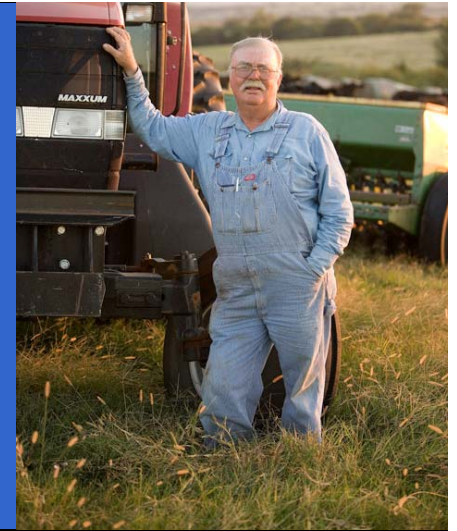
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## Our Featured Customers...

- Last summer the team requested each state to submit customers stories for use in national campaign materials. Eight of those submissions were selected based on cultural, geographical, crop, and conservation practice diversity. They are:

- |   |                                       |
|---|---------------------------------------|
| •The Chesmer Family, <b>Connecticut</b> | •The Stoller Family, <b>Ohio</b>      |
| •The Gwinn Family, <b>Florida</b>       | •The Austin Family, <b>Oklahoma</b>   |
| •The Ho Family, <b>Hawaii</b>           | •The Wahl Family, <b>Oregon</b>       |
| •The Brown Family, <b>North Dakota</b>  | •The Garcia Family, <b>Washington</b> |



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## Our Products...from NHQ

- Five-minute DVD featuring interviews and photography from the eight featured customers.
- Banner stands, nomadic and table top displays, VNRs, and other materials featuring our featured customers.
- Door banners/posters
- Thank you postcards
- ***“Who we are and what we do”*** core publication (coming Spring 2008)



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**Our Products...Banner Stands**



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**Our Products...Door Banners**



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## Our Products...Thank You Cards



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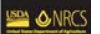
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## Our Products...for State Customization

- Power Point presentation
- Talking points and e-mail messages for STC use
- Partnership appreciation materials and templates
- Generic NRCS nomadic display and tabletop templates for state use
- **Series of countertop point-of-purchase displays**
- Photography from national photo shoots
- Document mastheads
- Web site guidelines

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**Our Success**

- Overall success of campaign is dependent on each state customizing the tools and templates the team developed.
- Tools and templates are located on a campaign Share Point site  
<https://nracs.sc.egov.usda.gov/chief/lpad/pa/Campaigns/Forms/AllItems.aspx>

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The USDA is an equal opportunity provider and employer.

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